



Design Miami/ Announces SHoP Architects as the Recipient of the 2016 Panerai Design Miami/ Visionary Award

New York City-based SHoP Architects will be honored with the annual award this December, and have been commissioned to design a public plaza at the entrance to the fair

Esteemed Italian watchmakers Officine Panerai will present SHoP Architects with the annual award

The Visionary commission will move to the Miami Design District's Jungle Plaza after Design Miami/ to house an outdoor cultural program in partnership with the Institute of Contemporary Art, Miami.

October 2016/ Design Miami/ is pleased to announce SHoP Architects as the recipient of the 2016 Panerai Design Miami/ Visionary Award. Now in its third year, the annual award is sponsored by Officine Panerai and celebrates those who have made a significant contribution to the field of design. SHoP is being recognized for its bold, evocative architecture, philanthropic initiatives, sustainable development, and innovative practices/entrepreneurship.

In its 20 years of practice, SHoP has built a diverse portfolio of signature projects with works marked by next-generation fabrication and delivery techniques, acute attention to detail, and imaginative programmatic concepts. Though its projects span the globe, with commissions on five continents, SHoP has found particular momentum in its hometown of New York City.

SHoP projects in NYC are helping transform one of the world's most iconic skylines. A super-tall mixed-use tower in Brooklyn, 9 DeKalb, which will stand at 73 stories, is currently in development—a dramatic symbol of the borough's new identity—the studio's East River Waterfront Esplanade is considered a new benchmark for successful public spaces in the city, and SHoP is at work on a major addition to the campus of the Fashion Institute of Technology (FIT). Beyond New York, SHoP's current work includes a headquarters complex for Uber in San Francisco, and the Botswana Innovation Hub in Gaborone.

SHoP's often unconventional designs are rooted in a love of craft and driven by an ongoing commitment to creating a "high-performance" architecture that embraces the field's traditional constraints in order to transcend them.

"SHoP is a place where people come together without any prescribed idea about what the aesthetics of a building or public space should be, then we take complex problems and solve them with both beauty and technical proficiency," Founding Principal Gregg Pasquarelli said.

"Working with Design Miami has been a great experience and a perfect opportunity to explore the expressive possibilities of tomorrow's architecture."

SHoP's work will be celebrated through an original design by the firm, which will serve as a public plaza at the entrance to this year's Design Miami/ fair in December. Titled *Flotsam & Jetsam*, the installation seeks to make visible two qualities—one evident, one latent—in the understanding of the city today. It exists at the intersection of Miami's celebrated spirit of play, represented by a relocated landscape that mimics the beach, but also the city's emergent function as a center for creative visioning and technological discovery.

To help realize *Flotsam & Jetsam*, SHoP brought in Branch Technology, a Chattanooga-based fabrication firm that is working to bring 3D printing out of the realm of prototyping and table-top production and into broader use as a full-scale, practical means of construction.

SHoP chose Oak Ridge National Laboratory to provide a second material printing technology. The contrasting method used by ORNL—which employs a biodegradable bamboo print medium—is also capable of enormous output sizes. Currently holding a world record for largest 3D printed object, ORNL will surpass that accomplishment with the completion of an essential element in SHoP's Design Miami/ installation: the bar.

In order to optimize an exploration of the possibilities of the print medium, and to create instruction sets suitable for communicating clearly with the production team, SHoP leveraged a longstanding partnership with Dassault Systèmes, an international leader in developing creative design and project management systems optimized for 3D production and direct-to-fabrication methodologies.

Structural engineering partners on the project are Thornton Tomasetti.

Taken together, the installation by SHoP presents in microcosm a method of thinking and making that holds the potential to revolutionize the expressive potential of new technologies in real-world conditions. By evoking a specifically Miami sense of seaside glamor in an environment realized through progressive creative methods, *Flotsam & Jetsam* seeks to be both a celebration of the city as it has long existed in the popular imagination, and an evocation of what it can become.

"SHoP represents exactly what the Panerai Design Miami/ Visionary Award is meant to recognize: innovation, inspiration and an outstanding point-of-view," says Rodman Primack, Chief Creative Officer, Design Miami/. "For the first time, we will be installing the commission long-term in the Miami Design District and I cannot think of a better practice to conceive this installation. We are thrilled with the pavilion design and delighted to honor SHoP for the 12th edition of Design Miami."

After Design Miami/, *Flotsam and Jetsam* will be reinstalled in the Miami Design District's iconic Jungle Plaza to house an outdoor cultural event space for long-term public enjoyment. The space will be launched with the Institute of Contemporary Art, Miami (ICA Miami) in Spring/Summer 2017 alongside a signature community program for bringing world-class public sculpture to the city. This new annual public program, based in and extending beyond

Jungle Plaza will see ICA Miami curate annual sculpture installations by some of the leading artists of our time. This partnership with MDD advances the museum's mission to provide a free and open cultural resource for local and international communities. The public sculpture initiative will be further enlivened by a program of talks, performances and cocktail events under the shade of SHoP's spirited pavilions.

The award will be presented at the Design Miami/ press reception on Tuesday, November 29 and SHoP will be celebrated at the Design Visionary dinner during the fair week. Officine Panerai, which, for many years has promoted international projects aimed at supporting the culture of design, will act as Presenting Sponsor of the event and will honor SHoP with a commissioned installation exhibited in Panerai's Miami Design District boutique.

For its part, Panerai stands out with the dramatic power of its designs; originally conceived and produced for military use underwater, every detail in the Panerai watch is perfected to perform the function for which it was conceived. This organic connection between design and functionality is evocative of SHoP's mission blueprint, making the design collective the ideal recipients for this year's Panerai Design Miami/ Visionary Award.

PANERAI DESIGN MIAMI/ VISIONARY AWARD/

The Panerai Design Miami/ Visionary Award celebrates individuals who have significantly contributed to the field of design, such as collectors, curators, architects and luminaries who influence and are engaged in design in the broadest sense. The laureate of the Design Visionary Award is recognized as having a continued, tangible and lasting impact. Past winners are Peter Marino (2014) and Yves Béhar (2015).

DESIGN MIAMI/

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators and critics from around the world in celebration of design culture and commerce. Occurring alongside the Art Basel fairs in Miami, USA each December and Basel, Switzerland each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing and creating collectible design. For more information, please visit <http://www.designmiami.com>

OFFICINE PANERAI/

Officine Panerai's watches are a natural blend of Italian design, expert Swiss technology and passion for the sea. Founded in Florence in 1860 as a workshop, shop and school of watch-making, for many decades Officine Panerai supplied the Italian Navy in general, and its specialist diving corps in particular, with precision instruments. The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

Today Officine Panerai designs its watches in Italy and crafts its movements and watches at its Neuchâtel manufacture in Switzerland. Technical excellence and exclusive design are the core principals of Officine Panerai watches due to seamless melding of Italian design flair and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques. <http://www.panerai.com>

SHoP ARCHITECTS/

SHoP is an award-winning architecture firm with a staff of over 180 talented architects, designers and engineers. Since 1996, SHoP has harnessed the power of diverse expertise in the design of buildings and environments that improve the quality of public life. An inclusive, open-minded process allows SHoP to effectively address a broad range of issues in its work: from novel programmatic concepts, to next-generation fabrication and delivery techniques, to beautifully crafted spaces that precisely suit their functions. Twenty years ago, the principals set out to prove that intelligent, evocative architecture can be made with real-world constraints. Today the firm is realizing that promise in innovative buildings around the world. For more information on SHoP, visit <http://www.shoparc.com>

CONTACT:

Design Miami/

Camron PR - Valentina Giani
(International)
Valentina.giani@camronpr.com
+44 (0)20 7420 1726

Ali Moran (USA)
ali.moran@camronpr.com
+1 917 675 4377